



External Web site Redevelopment

- Identify the real (or new) needs of our Web site visitors
- Understand the navigation patterns of current users
- Attract and retain new users

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Metrics

- 70% of visitors are recurrent visitors. They enter the site through bookmarks
- Only 28% of visitors enter through the Home Page and 33% of them do not continue to other pages
- Nearly 80% of visitors spend less than 5 minutes on the site

Research findings suggest:

- Residents will be most likely to use the internet to gain information
- The need to utilize the web site as a primary source of information



Discovery

- Workshops to identify:
 - The Web site's goals
 - The site's target audiences and their needs
 - The need to reorganize content considering our target audiences



Design Goals

- Significantly improve the way the public accesses the information through
 - “Industry Standard” navigations
 - Multimedia elements and the latest technologies
 - American Disabilities Act (ADA) compliance
 - New tools for recurrent visitors
- Maximize use of existing Portal framework

South Florida Water Management District - Test II - Microsoft Internet Explorer provided by SFWMD

File Edit View Favorites Tools Help

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WATER MANAGEMENT DISTRICT

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Water Conservation

Proposed Year-Round Water Conservation Measures

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LAKE OKEECHOBEE
Aug 4, 2009
13.63 ft.


LAKE ISTOKPOGA
Aug 4, 2009
38.48 ft.


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In the News



1980-Today: Restoring the South Florida Ecosystem
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New structure will enhance water quality and improve flood control in Naples area
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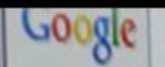

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2009 South Florida Environmental Report (SFER)
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Effective and efficient
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Guided tour through one of
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CALENDAR

Related Highlights

CALENDAR

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Water Manager's glossary

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Keyword



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Illustrations



Charts



Data



Publications



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Google Map

Okeechobee

West Palm Beach

AREA OFFICES

Upcoming Events

CALENDAR

Related Highlights

Performance Indicators

- Increase the annual unique visitation percentage to the external Web site by 70% within 18 months of launch
- Increase by 50% the number of visitors who enter the site and continue browsing
- Increase average browsing time by at least 25%



Questions?